



الهيئة العامة للتجارة الخارجية
Saudi General Authority of Foreign Trade
مكتب المحافظ
٢٠٨

برقية عاجلة

الموضوع: بشأن الدعوة من نادي (Founders Club)
لحضور منتدى (التجارة والتسويق الالكتروني).

سلمه الله

سعادة رئيس اتحاد الغرف التجارية السعودية
السلام عليكم ورحمة الله وبركاته

إشارة إلى برقية وزارة الخارجية رقم ٠٦٠١٠٢. وتاريخ ١٤٤٦/٠٢/٣٠هـ، المتضمنة الإفادة بتلقي الوزارة برقية سفارة المملكة لدى جمهورية أذربيجان، فيد فيها بتلقيها الدعوة من نادي (Founders Club) المتخصص في دعم الشركات العاملة في أذربيجان لتسويق منتجاتها في الأسواق الأجنبية والتعريف بالبيئة الاستثمارية في أذربيجان والمتضمنة طلب دعوة رجال الأعمال والشركات، لحضور منتدى (التجارة والتسويق الالكتروني) الذي سيعقد بتاريخ ١٧/١٠/٢٤م في مدينة باكو بمشاركة عدة دول (مرفق تفاصيل المنتدى).

أمل تفضل سعادتكم بالاطلاع والتعميم على المهتمين من أصحاب الاعمال، وافادتنا بقائمة المهتمين بالمشاركة في المنتدى المشار إليه أعلاه.

وتقبلوا سعادتكم أطيب تحياتي وتقديري.

المحافظ المكلف

محمد بن عبدالعزيز الجبار



FORUM 2024

To the Embassy of Saudi Arabia in Azerbaijan

Dear Essam bin Saleh Al-Jutaili,

The Public Union of the Azerbaijan Franchise Association was established on June 30, 2022 in accordance with the legislation of the Republic of Azerbaijan and is a non-governmental organization whose main goal is the development of franchise relations in our country. It was established and operates based on its charter.

We would like to inform you that the main activities of AFA include developing franchising relations in our country, defending the rights and legal interests of the participants of these relations, ensuring networking between them, supporting the creation of national brands through the franchising mechanism, improving and promoting existing brands, and supporting the development of our economy, includes contributing to its development.

"Founder Club" LLC was established on April 2, 2022. Its main purpose is to develop networking activities among companies operating in Azerbaijan and at the same time to support partner companies' product purchases with foreign countries. The main mission is to organize various international events in foreign countries for partner companies operating in Azerbaijan, as well as to export their products to foreign markets, to provide services to foreign companies who want to gather detailed information about the investment environment of Azerbaijan and are interested in investing, and to support the development of relations with partner companies.



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AFA and "Founder Club" LLC are highly interested in establishing close cooperation with the Organisation of Turkic States and in providing services to enhance the global recognition of Turkish brands. As a first step, on September 6, 2022, the Uzbekistan-Azerbaijan Business Forum was organized, covering the cities of Tashkent, Bukhara, and Samarkand. The forum was attended by 30 Azerbaijani and nearly 500 Uzbek businesspeople. On November 30, 2022, the TEF-2022 (Trade and Export Forum-2022) was held, with over 300 businesspeople participating. As a second step, the "Turkic States Economic Forum" was organized in Baku on May 2, 2024. The event saw the participation of over 500 companies from 7 countries. Subsequently, on May 22, in Astana, the capital of Kazakhstan, the "Made in Turan" brand was established during a meeting of franchise associations from member countries of the Organisation of Turkic States. This brand aims to become the quality mark of the Turkic world. Our third step is to organize the "Turan E-Commerce and E-Export Forum." This forum is designed to share the latest innovations, trends, and experiences in global electronic commerce. The forum, which will be implemented with the support of WORLDEF-International E-Commerce Platform, is an event organized to share the latest innovations, trends and experiences in the field of global e-commerce. In this direction, the support of Saudi Arabia Embassy In Azerbaijan involving the businessmen of its country and informing them about the event is extremely important for us.

We believe that the event will create very favorable opportunities for both entrepreneurs and the development of economic relations between countries.

Regards,

Founder Club Director

Ruslan Damirov

AFA Board Chairman

Jamid Movsumov



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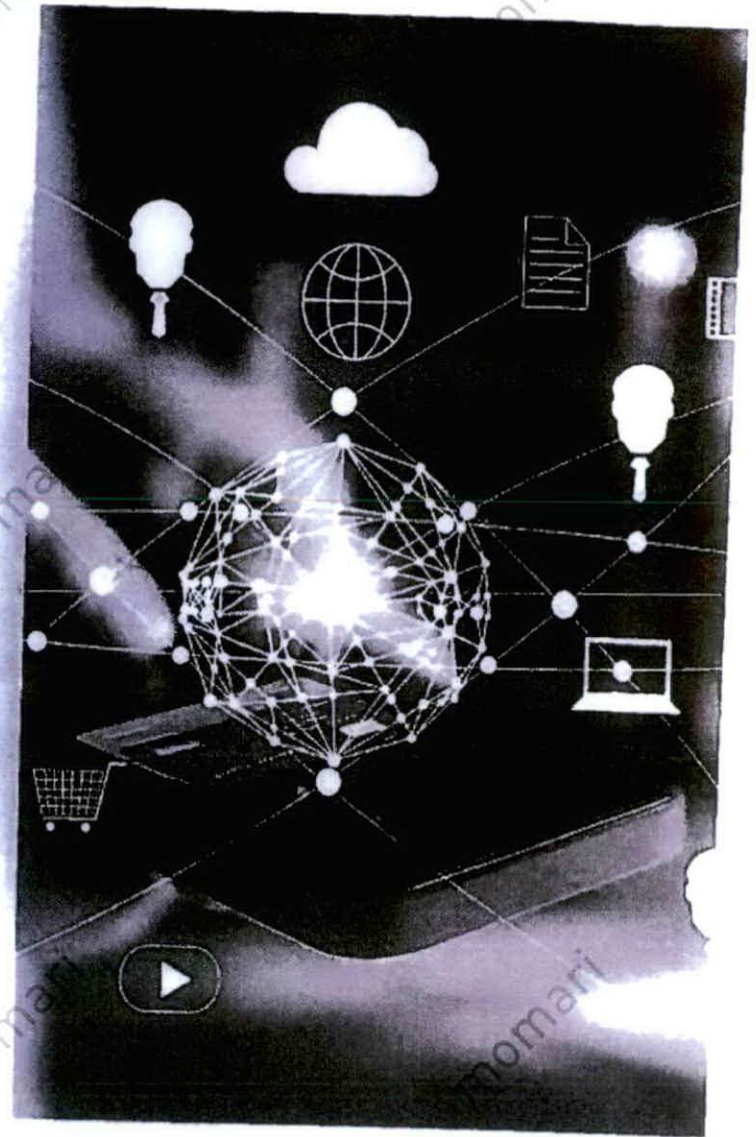


FORUM 2024

TURAN E-TRADE & E-EXPORT 2024 FORUM

Let's discover the future of the digital world together!

 **17.10.2024**





OBJECTIVES OF TURAN E- TRADE & E-EXPORT FORUM

The Turan E-Trade Forum is an event dedicated to showcasing the latest innovations, trends, and experiences in the global e-commerce area. This forum brings together leading companies, experts, and professionals from the e-commerce sector to discuss market developments, technological advancements, and strategic directions.



PROJECT ORGANISERS

About AFA

The Azerbaijan Franchising Association (AFA) is the pioneering organization in Azerbaijan which promotes, protects, and gathers news in the franchising industry. AFA provides assistance for foreign franchising businesses and entrepreneurs interested in franchising to start a business. We contribute to the healthy development of various sectors and the overall economy of the state. Additionally, we work to secure support from local investors to help Azerbaijani businesses establish a presence in the global market and compete in the international arena.

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About FOUNDER CLUB

The Founder Club was established to expand networking among companies operating in Azerbaijan and to support partner companies in their product purchases with foreign countries simultaneously. The main mission of the partner companies operating in Azerbaijan is also to organize various international events abroad so as to export their products to foreign markets. We aim to inform foreign companies about our partners and to develop relations with our partners, provide services to foreign companies seeking detailed information about Azerbaijan's investment environment.

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EVENTS WE ORGANISED

AFA

- Turkish States Financial Leaders Summit
- Turkic States Economic Forum
- Branding of "Made in Turan"
- "Victory Investment March"
- Visit of entrepreneurs to Uzbekistan



FORUM 2024



EVENTS WE ORGANISED



FOUNDER CLUB

- The Exporter's Forum (TEF 2022)
- International Business Relations Forum
- Azerbaijan-Uzbekistan Business Forum 2022
- Hybrid Business Meeting on the Textile Sector
- Event on the occasion of International Women's Day on March 8 "Year of Heydar Aliyev: The importance of women in business management"
- Azerbaijan-Turkey Trade Forum



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PROJECT PARTNERS



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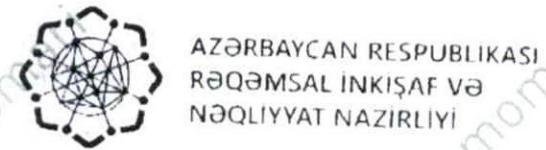


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GOVERNMENT AGENCIES TO BE INVITED FROM AZERBAIJAN



FORUM STRUCTURE AND AGENDA

The event will feature three-panel discussions:

9:00-10:00
Registration and networking

10:00-10:25
Opening speeches

10:25-10:30
5-minute video presentation

10:30-11:30
I Panel
Turkish and Local Government Agency
Speeches on **Panel I**

11:30-12:30

II PANEL

Local Companies' Discussion on
PANEL II

12:30-14:30

Break: Coffee, Exhibition Walk, and
Lunch

14:30-15:30

III Panel

Foreign Companies' on **Panel III**

15:30-17:30

B2B meetings

19:00

Gala night



FORUM 2024

PARTICIPATING COUNTRIES



Azerbaijan



Türkiye



Kazakhstan



China



Kyrgyzstan



Uzbekistan



India



Indonesia



Pakistan



WHO CAN JOIN



FORUM 2024



AZƏRBAYCAN
FRANÇAYZINGO
ASSOSIASIYASI



MADE IN
TURAN

- Union leaders

- Small and medium enterprises

- Businessmen

- Investors

GOALS

**+500
VISITORS**

**10
PARTICIPATING
COUNTRIES**



SPONSORSHIP TERMS



	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Company Representative's Participation as a Speaker on the Panel			
Logo Placement on Promotional and Printed Products	+		
Stand			+
Design and Installation of the Forum Stand, Including Provision of a Fully Prepared Company Stand	+		+
Promoting the Partnership Across All Social Media Platforms (Project Accounts, Organizers, and Relevant Agencies) Prior to the Forum	+		
Including the Brand Name in All Press Releases			+
Including a Backlink to the Company's Website in Published Press Releases	+		+
Presentation of a Thank You Plaque	+		+
Broadcasting the Brand's Commercial on the Main Monitor Before the Event and During Breaks	+		
Inclusion of the Brand's Appearance and Audio in the Forum Presentation Video About the Event	+		+
Invitation to the Gala Evening	+		
Invitation to the Event	3 people	1 person	
Performance at the Gala Evening	5 people	3 people	3 people
Media Interviews	+		+
Embedding the Logo in the Event Program	+		+
Logo Placement on All Participant Badges	+		+
Collecting Event Data in Electronic Form (Name, Surname, Phone Number, Email)	+		
Logo Placement on the Brand Wall	+		
At the Forum's Conclusion, Presentation of the Company Representative's Impressions via a Video Statement	+		+
Delivery of Communication Materials (Brochures, Mini-Catalogs) to Event Participants	+		+
	20 000 AZN	10 000 AZN	5 000 AZN



PARTICIPANT CATEGORIES



LOCAL PARTICIPANTS' PACKAGES	90 AZN	150 AZN	250 AZN
Participation in the forum	+	+	+
One Tea/Coffee Break	+	+	+
Lunch Break		+	+
Gala Night			+

FOREIGN PARTICIPANTS' PACKAGE	800 \$
Participation in the forum	+
2 Nights 3 Days Hotel (Breakfast included)	
Check-in: October 16 Check-out: October 18	+
Gala night	+
Transportation and Internal Transfer Organization	+
Participation in Information Tours	+





FOUNDER CLUB

quruluşun ilk qrupu



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ASSOSIASIYASI**

**THANK YOU FOR YOUR
ATTENTION!**

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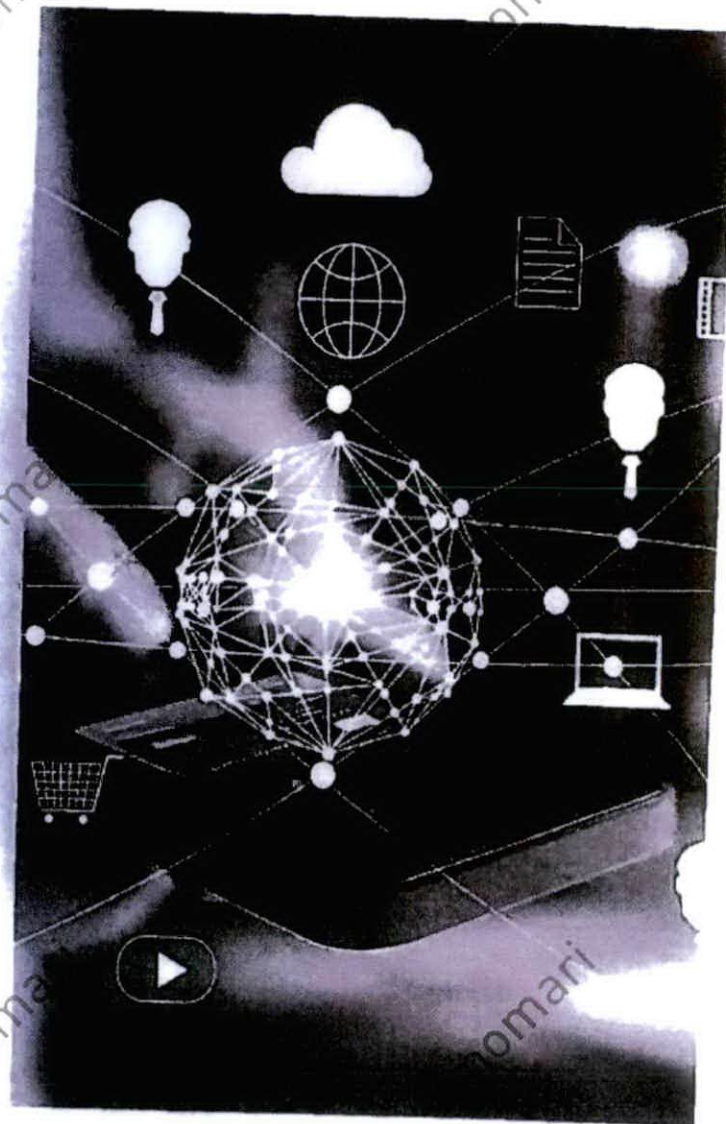
FORUM 2024

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FOUNDER CLUB





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PROJECT ORGANISERS

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FORUM 2024

About AFA

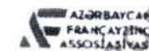
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PROJECT PARTNERS



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AZƏRBAYCAN RESPUBLİKASI
İQTİSADİ RƏBİTƏ VƏ TUKS DƏ
ETİKİTİKLƏR NƏZİRLİYİ



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AZƏRBAYCAN
FRANÇIZING
ASSOSİASİYASI



MADE IN
TURAN

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GOVERNMENT AGENCIES TO BE INVITED FROM AZERBAIJAN



Azərbaycan Respublikasının Milli Məclisi



AZƏRBAYCAN
RESPUBLİKASININ
İQTİSADİYYAT
NAZİRLİYİ



AZƏRBAYCAN RESPUBLİKASI
RƏQƏMSAL İNKİŞAF VƏ
NƏQLİYYAT NAZİRLİYİ



AZƏRBAYCAN RESPUBLİKASI
ENERJİKA NAZİRLİYİ



FOUNDED



MADE IN
TURAN

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19:00

Gala night



FORUM 2024

PARTICIPATING COUNTRIES

TEST
FORUM 2024



Azerbaijan



Türkiye



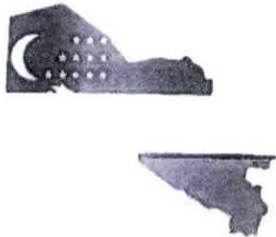
Kazakhstan



China



Kyrgyzstan



Uzbekistan



India



Indonesia



Pakistan



WHO CAN JOIN



FORUM 2024

- Union leaders

- Small and medium enterprises

- Businessmen

- Investors





GOALS

**+500
VISITORS**

**10
PARTICIPATING
COUNTRIES**



SPONSORSHIP TERMS



	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Company Representative's Participation as a Speaker on the Panel	+	-	-
Large Placement on Promotional and Printed Products	+	-	+
Workshop	+	-	+
Design and Installation of the Forum Stand, Including Provision of a Fully Prepared Company Stand	+	-	-
Promoting the Partnership Across All Social Media Platforms (Project Accounts, Bloggers, and Relevant Agencies) Prior to the Forum	+	-	+
Including the Brand Name in All Press Releases	+	-	+
Including a Backlink to the Company's Website in Published Press Releases	+	-	+
Presentation of a Thank You Plaque	+	-	+
Broadcasting the Brand's Commercial on the Main Monitor Before the Event and During Breaks	+	-	+
Inclusion of the Brand's Appearance and Audio in the Forum Presentation Video About the Event	+	-	+
Invitation to the Gala Evening	+	-	-
Invitation to the Event	3 people	1 person	-
Performance at the Gala Evening	5 people	3 people	3 people
Media Interviews	+	-	+
Embedding the Logo in the Event Program	+	-	+
Logo Placement on All Participant Badges	+	-	+
Collecting Event Data in Electronic Form (Name, Surname, Phone Number, Email)	+	-	-
Logo Placement on the Brand Wall	+	-	-
At the Forum's Conclusion, Presentation of the Company Representative's Impressions via a Video Statement	+	-	+
Provision of Communication Materials (Brochures, Mini-Catalogs) to Event Participants	+	-	+
	20 000 AZN	10 000 AZN	5 000 AZN



PARTICIPANT CATEGORIES

LOCAL PARTICIPANTS' PACKAGES	90 AZN	150 AZN	250 AZN
Participation in the forum	+	+	+
One Tea/Coffee Break	+	+	+
Lunch Break			+
Gala Night			+

FOREIGN PARTICIPANTS' PACKAGE	800 \$
Participation in the forum	+
2 Nights 3 Days Hotel (Breakfast included)	
Check-in: October 16 Check-out: October 18	+
Gala night	+
Transportation and Internal Transfer Organization	+
Participation in Information Tours	+



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